



How We Helped a Chemical Manufacturing Company Implement & Onboard HubSpot

KEY RESULTS

- **138** deals closed-won & tracked
- **\$8M** amount closed & tracked
- Over **15K** tracked sales activity



THE PROBLEM



Centralizing data and consolidating cross-team collaboration

A chemical manufacturing company operates two business units providing industry-leading chemistries worldwide. Before implementing HubSpot, each unit tracked sales data manually through spreadsheets. They needed an intuitive CRM with a customized sales pipeline.

**HUBSPOT
TOOLS USED
138**

Deals Closed-Won

\$8 MILLION

Amount Closed & Tracked

15K

Tracked Sales Activity

OUR SOLUTION



Customizing HubSpot for unique needs across business units

Once our partnership began, we launched a phased HubSpot implementation and onboarding plan. Regular check-ins ensured progress, reviewed deliverables, gathered feedback, and answered questions.

Top goals included consolidating sales data, streamlining operations, enhancing collaboration, and enabling robust reporting. Specific objectives included:

- Documenting the sales process within 60 days
- Ensuring mobile data access via HubSpot
- Automating sales tasks and follow-ups
- Creating workflows for non-HubSpot forms

Phase #1: Audit and Interview

Discovery workshops helped us understand the marketing, sales, and service processes of the two business units, providing key insights for implementation.

Phase #2. Document and Align

We built the necessary processes and workflows for each business unit. We developed a strategy to implement them. Together, we reviewed the custom properties, sales pipeline, and custom marketing templates.

Phase #3. Build and Implement

Evenbound built sales pipelines, lead scoring, templates, and workflows. We also integrated any existing third-party software, tech, or imports with the client's new HubSpot. We held sales, marketing, and services team training sessions.



Phase #4. Optimize

After refining their HubSpot, we rolled it out publicly to the remaining 50 employees in the business unit. We held training sessions tailored to each specific department.

Phase #5. Ongoing Support

Evenbound offered ongoing services to help the client maximize its HubSpot investment. This strategy helped HubSpot grow with them and ensures new employees can quickly get up to speed.

THE RESULTS



Empowered sales teams with centralized data and reporting, leading to significant time savings.

By documenting a straightforward sales process, enabling reporting, and storing sales data in a centralized location, the client could collaborate more effectively. Plus, HubSpot's automated functionality led to significant time savings. As they continue to grow, the client is well-positioned to further optimize its processes and achieve even greater success.

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**WE'RE PROUD TO HAVE EARNED A 5-STAR
REVIEW FROM THE ENGAGEMENT!**

